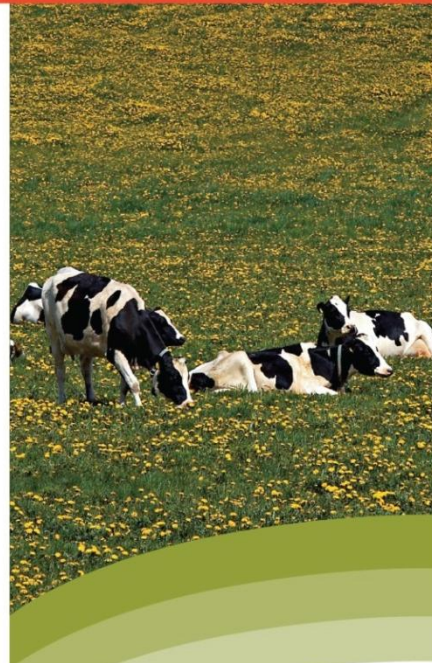
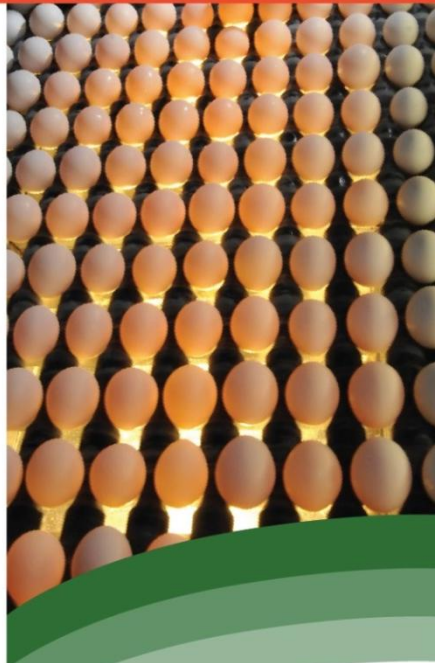




United States Department of Agriculture

Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses



Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses

Maryland Farmers' Market Conference

March 17, 2015
Annapolis, Maryland



Levi Geyer

Livestock, Poultry, and Grain Market News

USDA Market News

➤ AMS Program Divisions

- Livestock, Poultry, and Grain
- Cotton and Tobacco
- Fruit and Vegetable
- Dairy



USDA Market News

➤ What do we do?

- Reporters gather data from industry contacts and at markets
- Disseminate information in daily, weekly, monthly, and annual reports
- Analyze markets and identify trends



USDA Market News

➤ 100 years of Market News

- Began in 1915 in Hammonds, Louisiana, to track strawberries
- Reported through different media throughout the past century:



Teletype

Radio

Television

Internet

Wireless



- Market News Portal

USDA Market News

➤ Local and Regional Food Market Reporting

- Boost within the 2014 Farm Bill
- Collaboration with RMA and FSA to improve small farmers and ranchers access to long-term financing and insurance



USDA Market News

➤ Local and Regional Food Market Reporting

- Cooperation between Market News and Maryland Department of Agriculture
- Market News reporters know commodities and markets
- Contacts
- Trust





Questions?

100 YEARS



USDA Market News



The trusted source: then, now & always

<http://www.ams.usda.gov/AMSv1.0/MarketNewsLocalRegional>